

ORDER



Orders
Order / Rev: 204916
Alt Order #: 06851416
Product Desc: 9/12-9/17 BARACK OBAMA
Estimate: 1536
Flight Dates: 09/12/12 - 09/17/12
Original Date / Rev: 09/11/12 / 09/11/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Greer Margolis & Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue Northwest
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Obama For America (D)
Demographic: A35+
Product Codes: PL1
Priority: P2
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN13209
Agency External ID: IN117/SP159/AL1336

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	167	\$38,370.00	\$32,614.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	167	\$38,370.00	\$32,614.50	0.00
Totals	167	\$38,370.00	\$32,614.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	23%	\$38,370.00
Market	100%	\$166,826.09

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	32%	\$53,384.35
WGNT	3%	\$5,004.78
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	14%	\$23,355.65
WTVZ	7%	\$11,677.83
WVEC	21%	\$35,033.48

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	09/12/12	09/14/12	M-F 2-3p Jerry Springer	CM	2-3p	--WTF--	:30	6	\$35.00	P4	0.00	NM	6	\$210.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/10/12	09/16/12	--WTF--	6		\$35.00	0.00							
E 2	WVBT	09/17/12	09/17/12	M-F 2-3p Jerry Springer	CM	2-3p	M-----	:30	2	\$35.00	P4	0.00	NM	2	\$70.00

Advertiser:	POL/Obama For America (D)
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WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/12	09/23/12	M-----			2			\$35.00			0.00		
E 3	WVBT	09/12/12	09/14/12	M-F 3-4p Steve Wilkos	CM	3-4p	--WTF--	:30	6	\$60.00	P4	0.00	NM	6	\$360.00
JERRY SPRINGER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/10/12	09/16/12	--WTF--			6			\$60.00			0.00		
E 4	WVBT	09/17/12	09/17/12	M-F 3-4p Steve Wilkos	CM	3-4p	M-----	:30	2	\$60.00	P4	0.00	NM	2	\$120.00
JERRY SPRINGER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/12	09/23/12	M-----			2			\$60.00			0.00		
E 5	WVBT	09/16/12	09/16/12	FOX News Sunday Fox News Sunday	CM	10-11a	-----S	:30	2	\$50.00	P3	0.00	NM	2	\$100.00
FOX NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/10/12	09/16/12	-----S			2			\$50.00			0.00		
E 6	WVBT	09/12/12	09/14/12	M-F 5-6p Steve Wilkos	CM	5-6p	--WTF--	:30	6	\$100.00	P4	0.00	NM	6	\$600.00
JERRY SPRINGER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/10/12	09/16/12	--WTF--			6			\$100.00			0.00		
E 7	WVBT	09/17/12	09/17/12	Springer M-F 5-6p Jerry Springer	CM	5-6p	M-----	:30	2	\$100.00	P4	0.00	NM	2	\$200.00
JERRY SPRINGER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/12	09/23/12	M-----			2			\$100.00			0.00		
E 8	WVBT	09/12/12	09/14/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	--WTF--	:30	6	\$300.00	P3	0.00	NM	6	\$1,800.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/10/12	09/16/12	--WTF--			6			\$300.00			0.00		
E 9	WVBT	09/17/12	09/17/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	M-----	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/12	09/23/12	M-----			2			\$300.00			0.00		
E 10	WVBT	09/12/12	09/13/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	--WT---	:30	2	\$150.00	P3	0.00	NM	2	\$300.00
SPORTSWRAP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/10/12	09/16/12	--WT---			2			\$150.00			0.00		
E 11	WVBT	09/17/12	09/17/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	M-----	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
SPORTSWRAP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/12	09/23/12	M-----			1			\$150.00			0.00		
E 12	WVBT	09/16/12	09/16/12	Su 1045-11p Fox Sportswrap Sun	CM	1045-11p	-----S	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
SPORTSWRAP SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/10/12	09/16/12	-----S			1			\$150.00			0.00		
E 13	WVBT	09/12/12	09/14/12	M-F 7-730p M-F 7-730p	CM	7-730p	--WTF--	:30	6	\$125.00	P3	0.00	NM	6	\$750.00
TMZ ON TV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/10/12	09/16/12	--WTF--			6			\$125.00			0.00		
E 14	WVBT	09/17/12	09/17/12	M-F 7-730p M-F 7-730p	CM	7-730p	M-----	:30	2	\$125.00	P3	0.00	NM	2	\$250.00
TMZ ON TV															

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WVBT

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E 14	WVBT	09/17/12	09/17/12	M-F 7-730p M-F 7-730p	CM	7-730p	M-----	:30	2	\$125.00	P3	0.00	NM	2	\$250.00
TMZ ON TV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			2		\$125.00		0.00				
E 15	WVBT	09/12/12	09/14/12	M-F 730-8p 30 Rock	CM	730-8p	--WTF--	:30	6	\$125.00	P3	0.00	NM	6	\$750.00
DISH NATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--			6		\$125.00		0.00				
E 16	WVBT	09/17/12	09/17/12	M-F 730-8p 30 Rock	CM	730-8p	M-----	:30	2	\$125.00	P3	0.00	NM	2	\$250.00
DISH NATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			2		\$125.00		0.00				
E 17	WVBT	09/17/12	09/17/12	Mon Hour 1 Mon 8-9p	CM	8-9p	M-----	:30	2	\$800.00	P3	0.00	NM	2	\$1,600.00
BONES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			2		\$800.00		0.00				
E 18	WVBT	09/17/12	09/17/12	Mon Hour 2 Mon 9-10p	CM	9-10p	M-----	:30	2	\$800.00	P3	0.00	NM	2	\$1,600.00
MOB DOCTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			2		\$800.00		0.00				
E 19	WVBT	09/12/12	09/12/12	Wed Prime Other 1 Wed 8-10p	CM	8-10p	--W----	:30	4	\$800.00	P3	0.00	NM	4	\$3,200.00
THE X-FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--W----			4		\$800.00		0.00				
E 20	WVBT	09/13/12	09/13/12	Thur Hour 1 Thu 8-9p	CM	8-9p	---T---	:30	2	\$800.00	P3	0.00	NM	2	\$1,600.00
THE X-FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	---T---			2		\$800.00		0.00				
E 21	WVBT	09/13/12	09/13/12	Thur Hour 2 Thu 9-10p	CM	9-10p	---T---	:30	2	\$800.00	P3	0.00	NM	2	\$1,600.00
GLEE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	---T---			2		\$800.00		0.00				
E 22	WVBT	09/14/12	09/14/12	Fri Hour 1 Fri 8-9p	CM	8-9p	----F--	:30	2	\$200.00	P4	0.00	NM	2	\$400.00
TOUCH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	----F--			2		\$200.00		0.00				
E 23	WVBT	09/14/12	09/14/12	Fri Hour 2 Fri 9-10p	CM	9-10p	----F--	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
BONES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	----F--			2		\$300.00		0.00				
E 24	WVBT	09/15/12	09/15/12	College Football College Football	CM	College Football	-----S-	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
FOX COLLEGE FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S-			1		\$300.00		0.00				
E 25	WVBT	09/16/12	09/16/12	NFL Redskins NFL Redskins	CM	NFL Redskins	-----S	:30	2	\$6,000.00	P2	0.00	NM	2	\$12,000.00
REDSKINS FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S			2		\$6,000.00		0.00				
E 26	WVBT	09/16/12	09/16/12		CM	Fox NFL Pre Gam	-----S	:30	2	\$400.00	P3	0.00	NM	2	\$800.00

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 Estimate: 1536

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 8-9a Daily Buzz											
				THE DAILY BUZZ											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	2		\$20.00		0.00						
E 39	WVBT	09/12/12	09/14/12	M-F 9-10a America's Court w/ Judge Ross	CM	9-10a	--WTF--	:30	6	\$20.00	P4	0.00	NM	6	\$120.00
				AMERICA'S COURT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	6		\$20.00		0.00						
E 40	WVBT	09/17/12	09/17/12	M-F 9-10a America's Court w/ Judge Ross	CM	9-10a	M-----	:30	2	\$20.00	P4	0.00	NM	2	\$40.00
				AMERICA'S COURT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	2		\$20.00		0.00						
E 41	WVBT	09/12/12	09/14/12	M-F 10-11a Millionaire	CM	10-11a	--WTF--	:30	6	\$20.00	P4	0.00	NM	6	\$120.00
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	6		\$20.00		0.00						
E 42	WVBT	09/17/12	09/17/12	M-F 10-11a Millionaire	CM	10-11a	M-----	:30	2	\$20.00	P4	0.00	NM	2	\$40.00
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	2		\$20.00		0.00						
E 43	WVBT	09/12/12	09/14/12	M-F 11a-12p Jeff Probst	CM	11a-12p	--WTF--	:30	6	\$20.00	P4	0.00	NM	6	\$120.00
				JEFF PROBST											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	6		\$20.00		0.00						
E 44	WVBT	09/17/12	09/17/12	M-F 11a-12p Jeff Probst	CM	11a-12p	M-----	:30	2	\$20.00	P4	0.00	NM	2	\$40.00
				JEFF PROBST											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	2		\$20.00		0.00						
E 45	WVBT	09/12/12	09/14/12	M-F 12-1p Wendy Williams	CM	12-1p	--WTF--	:30	6	\$35.00	P4	0.00	NM	6	\$210.00
				WENDY WILLIAMS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	6		\$35.00		0.00						
E 46	WVBT	09/17/12	09/17/12	M-F 12-1p Wendy Williams	CM	12-1p	M-----	:30	2	\$35.00	P4	0.00	NM	2	\$70.00
				WENDY WILLIAMS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	2		\$35.00		0.00						
E 47	WVBT	09/12/12	09/14/12	M-F 1-2p Ricki Lake	CM	1-2p	--WTF--	:30	6	\$35.00	P4	0.00	NM	6	\$210.00
				RICKI LAKE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	6		\$35.00		0.00						
E 48	WVBT	09/17/12	09/17/12	M-F 1-2p Ricki Lake	CM	1-2p	M-----	:30	2	\$35.00	P4	0.00	NM	2	\$70.00
				RICKI LAKE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	2		\$35.00		0.00						
E 49	WVBT	09/12/12	09/14/12	M-F 11-1130p 30 Rock	CM	11-1130p	--WTF--	:30	6	\$100.00	P4	0.00	NM	6	\$600.00
				THE INSIDER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	6		\$100.00		0.00						
E 50	WVBT	09/17/12	09/17/12		CM	11-1130p	M-----	:30	2	\$100.00	P4	0.00	NM	2	\$200.00

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				M-F 11-1130p											
				30 Rock											
THE INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	M-----		2		\$100.00		0.00					
E 51	WVBT	09/12/12	09/14/12	M-F 1130p-12a	CM	1130-12a	--WTF--	:30	6	\$50.00	P5	0.00	NM	6	\$300.00
				M-F 1130p-12a											
DISH NATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	--WTF--		6		\$50.00		0.00					
E 52	WVBT	09/17/12	09/17/12	M-F 1130p-12a	CM	1130-12a	M-----	:30	2	\$50.00	P5	0.00	NM	2	\$100.00
				M-F 1130p-12a											
DISH NATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	M-----		2		\$50.00		0.00					
													Totals	167	\$38,370.00